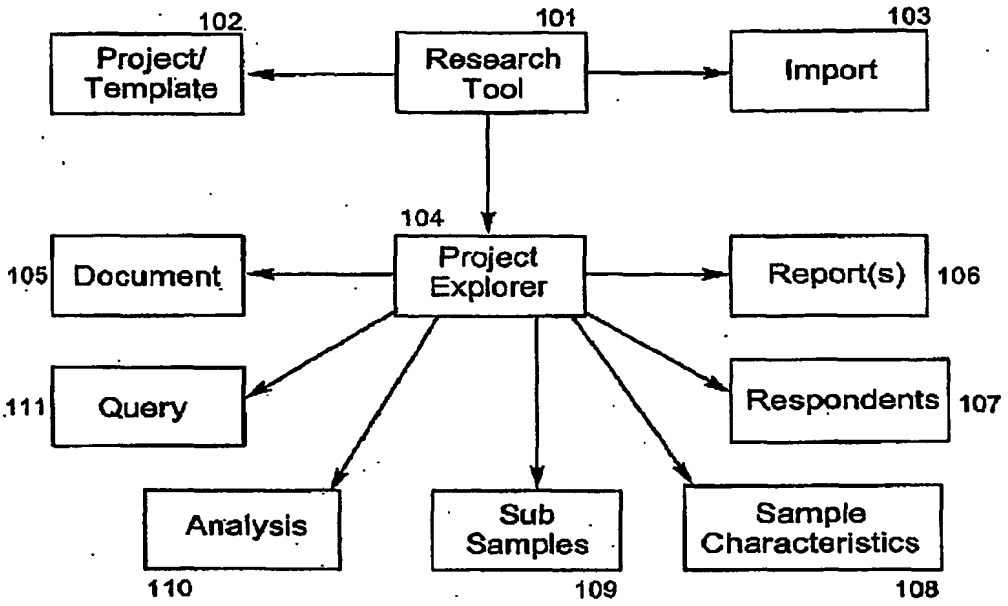

Figure 1

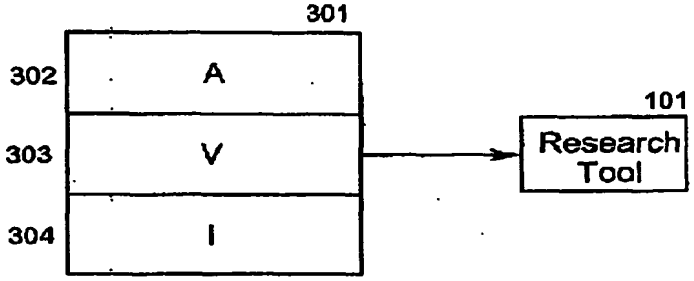

Figure 3

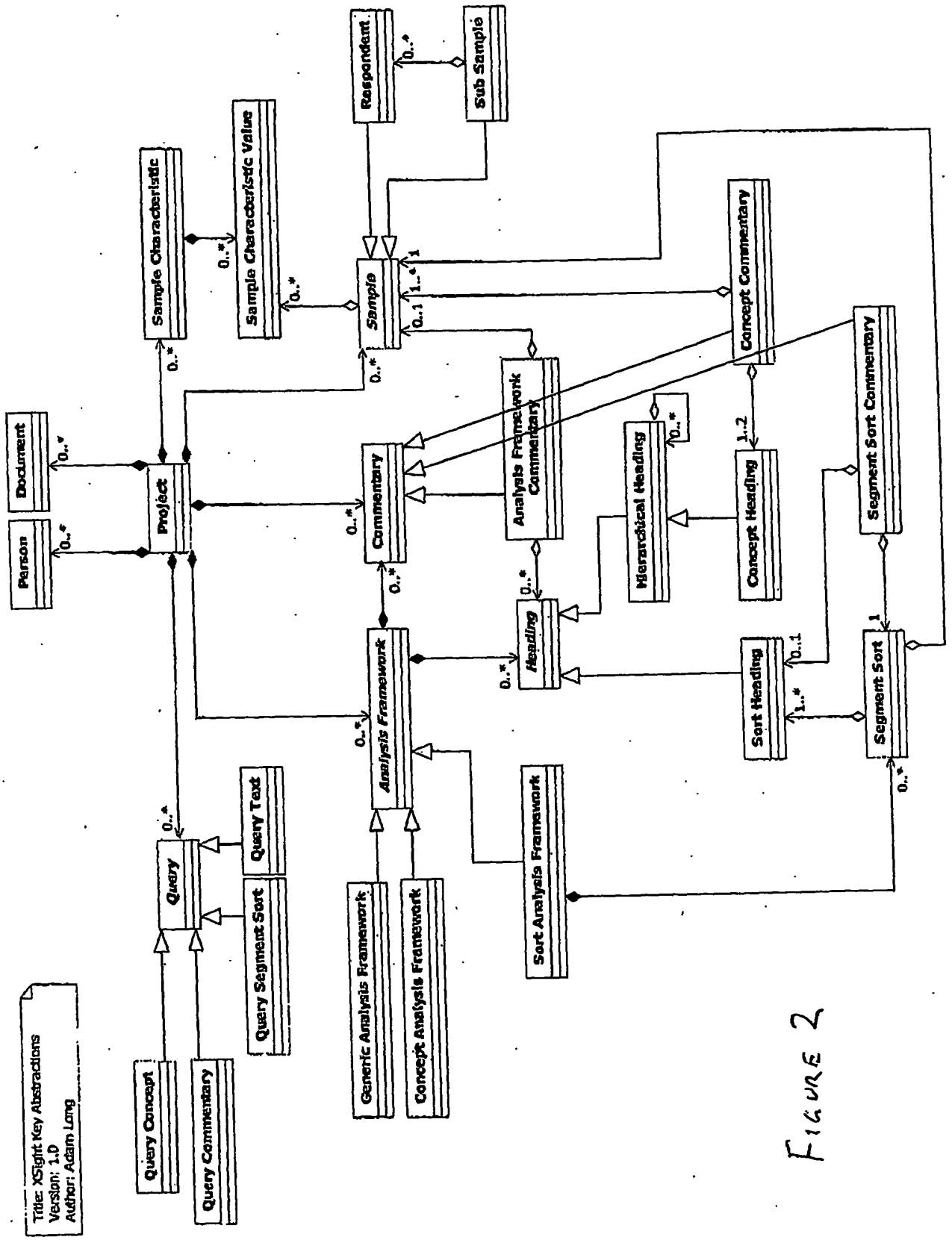
Respondant
Sub Sample
Sample Characteristic
Sample Characteristic Value
Sample
Concept Commentary
Segment Sort Commentary
Document
Project
Person
Commentary
Analysis Framework Commentary
Hierarchical Heading
Concept Heading
Heading
Analysis Framework
Sort Heading
Segment Sort
Query
Query Text
Query Segment Sort
Query Concept
Query Commentary
Generic Analysis Framework
Concept Analysis Framework
Sort Analysis Framework
Title: XSight Key Abstractions
Version: 1.0
Author: Adam Long

FIGURE 2

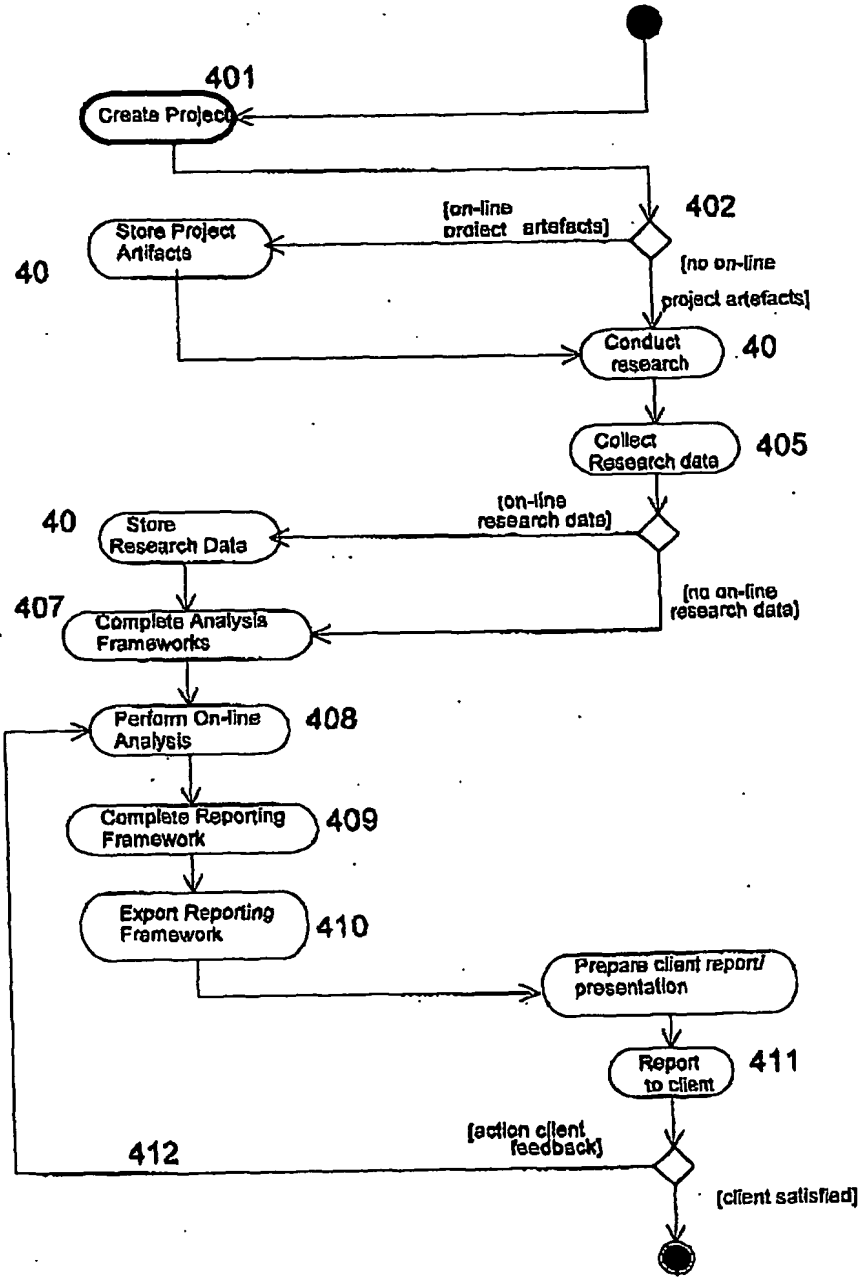
401
Create Project
[on-line project artefacts]
402
Store Project Artifacts
40
[no on-line project artefacts]
Conduct research
40
Collect Research data
405
[on-line research data]
40
Store Research Data
[no on-line research data]
407
Complete Analysis Frameworks
Perform On-line Analysis
408
Complete Reporting Framework
409
Export Reporting Framework
410
Prepare client report/ presentation
Report to client
411
[action client feedback]
412
[client satisfied]

Figure 4

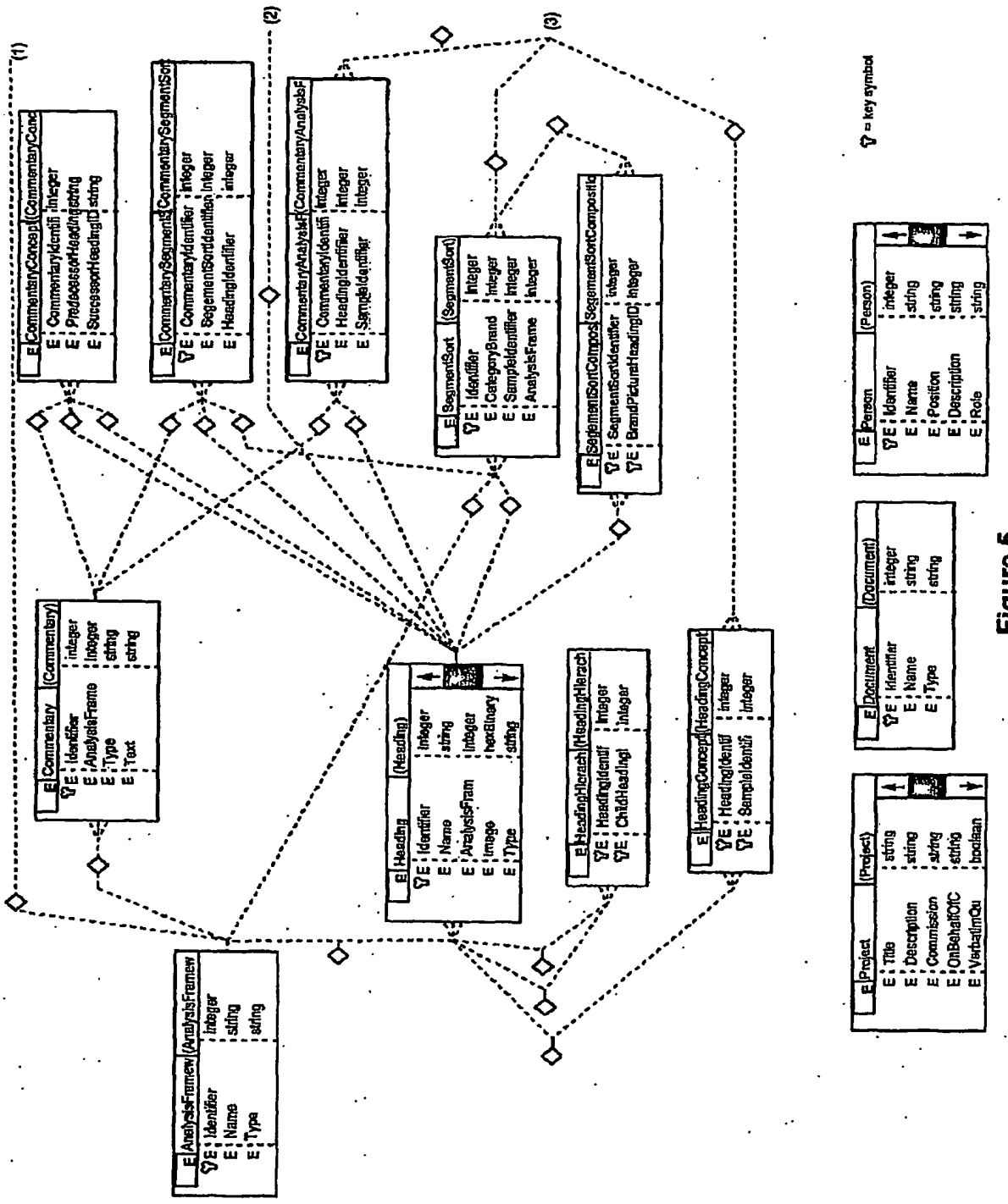
(1)
(2)
(3)
CommentaryConcept
CommentaryIdentifier
PredecessorHeadingId
SuccessorHeadingId
CommentarySegmentSort
CommentaryIdentifier
SegmentSortIdentifier
HeadingIdentifier
CommentaryAnalysisF
CommentaryIdentifier
HeadingIdentifier
SampleIdentifier
SegmentSort
Identifier
CategoryBrand
SampleIdentifier
AnalysisFrame
SegmentSortCompositio
SegmentSortIdentifier
BrandPictureHeadingID
Commentary
Identifier
AnalysisFrame
Type
Text
Heading
Identifier
Name
AnalysisFram
Image
Type
HeadingHierarch
HeadingIdentif
ChildHeadingI
HeadingConcept
HeadingIdentif
SampleIdentifi
AnalysisFramew
Identifier
Name
Type
Person
Identifier
Name
Position
Description
Role
Document
Identifier
Name
Type
Project
Title
Description
Commission
OnBehalfOfC
VariationNu
key symbol

Figure 5

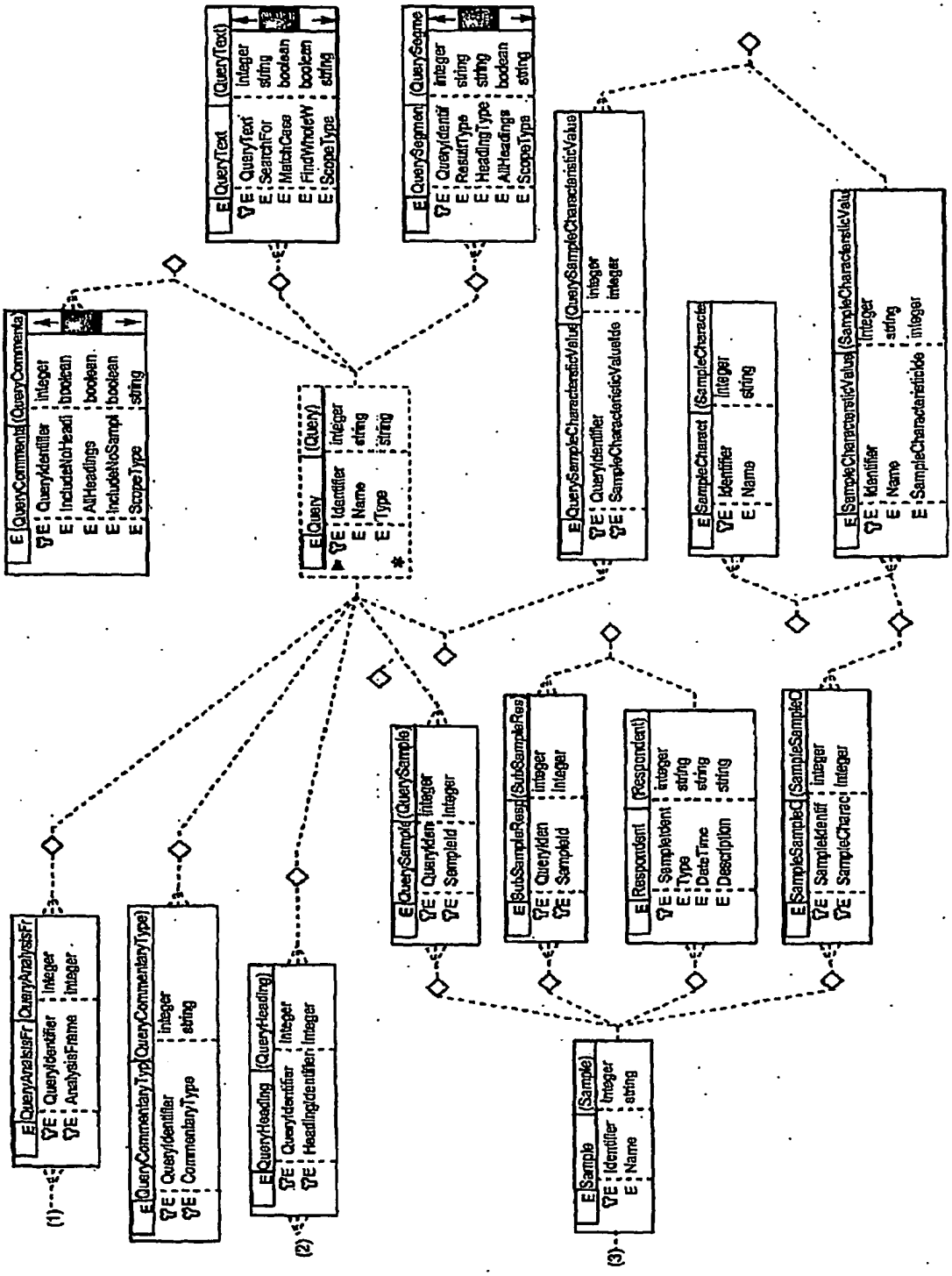

Figure 5 (cont'd)